

# MINUTES

## Mayor's Strategic Opportunities Advisory TEAM Steering Committee Civic Engagement Work Group

Monday, March 26, 2018

- Meeting called to order at 5:00PM.
- **Attendees:** Theodore M. Luck, Eran Bosaz, Maria-Teresa Shuck, Dwight Palmer, Kim C. Dine, Katie Nash, Marien Hornyak. (**Audience:** Darcy Richards, NAC 11, Phillip LeBlanc, NAC 11) (**City Staff:** Patti Mullins, Sally Diamond).
- Minutes from the February 26, 2018 and March 12, 2018 approved.

### Discussion:

Committee welcomed Patti Mullins, Communications Office for the City, and Sally Diamond, Audio Visual Specialist for the City, here today to share (power point) research conducted by an intern with regard to civic engagement tools / website for the City.

- Three vendors were researched and all three have some promising qualities, however according to the staff present, the City's IT department is capable of building a product comparable to all of them.
- Current tools to reach out to citizenry: ISpires App (albeit a one-way tool), Channel 99, social media; Facebook, Twitter, Utube, Next Door, etc.
- All present agree that technology is an invaluable tool to reach out to the residents of the City, however, not the ONLY way. Many do not have access to technology, or have barriers like language and other physical impairments.
- Discussion followed as to the best way to reach out to 30,000 households in the City, including, inserts in water bills, individual postcards (refrigerator magnets), school pack packs, phone apps, real estate agents, etc.
- Must be drilled into people that **city dollars are tied to civic engagement.**

Engagement Group reviewed a draft of the recommendations for the Mayor, prepared by Kim Dine. Group will continue to review and solidify the final document during the next few weeks.

Phillip LeBlanc and Darcy Richards from NAC 11 participated in the discussions and continued to offer insight on their NAC.

### Next Meeting:

- Continue to work on putting together the committee's recommendation for the Mayor.
- **Next meeting: Monday, April 9 at 5:00PM.**

Meeting adjourned at 6:20PM.

*Minutes respectfully submitted by Maria-Teresa Shuck*